ORDER

Orders	Order / Rev:	104412		
	Alt Order#:	06832077	-	475
	Product Desc:	HELLER FOR SENATE	_	
	Estimate:		_	KSNV
	Flight Dates:	09/05/12 - 09/11/12	Primary AE:	Amy McCreary
	Original Date / Rev:	07/18/12 / 08/30/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Strategic Media Services, Inc.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3299 K St. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Heller, Dean for U.S. Senate — @	usel	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	81	\$43,625.00	\$37;081.25

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	81	\$43,625.00	\$37,081.25	0.00
Totals	81	\$43,625.00	\$37,081.25	0.00

Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	29%	\$43,625.00
Market	100%	\$150,431,03

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$39,112.07
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$27,077.59
KTUD	1%	\$1,504.31
KVVU	24%	\$36,103.45
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,008.62

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Spo	ts_	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w/W M-F 5-6a WakeUp w/V		5-6a	~-WTF	:30	3	\$185.002	0.00 NM	3	\$555.00
	NEWS			•	J								
	<u>Sta</u>	rt Date I	End Date	Weekdays Spot	s/Week	<u>Rate</u>	Rating						
W	eek: 09/0	03/12	09/09/12	WTF~~	3	\$185.00	0.00						

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KSNV

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Order / Rev:

104412

06832077

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates:

09/05/12 - 09/11/12

Product Desc:

HELLER FOR SENATE

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/05/1	2 09/07/12	M-F 5-6a WakeUp	_	5-6a	WTF	:30	3	\$185.002	0.00 NM	3	\$555.00
1	NEWS			M-F 5-6a WakeU	h maaalieiz								
\٨/	<u>Star</u> eek: 09/0	t Date	End Date 09/09/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u>	Rating						
				M-F 5-6a WakeUp		\$185.00 5-6a	0.00 M	:30	2	\$185.002	0.00 NM	2	\$370.00
				M-F 5-6a WakeU	-				-	¥	0.00	_	φο, σ.σσ
	NEWS <u>S</u> tar	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	eek: 09/	10/12	09/16/12	M	2	\$185.00	0.00						
E 3	KSNV	09/10/1	2 09/10/12	M-F 6-7a WakeUp M-F 6-7a WakeU	-	6-7a	M	:30	2	\$450.002	0.00 NM	2	\$900.00
I	NEWS			WI-I O-YA WAKEO	p w/wagnets								
147	<u>Staı</u> eek: 09/	t Date	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
				M-F 6-7a WakeUp	2 ow/Wa0M	\$450.00 6-7a	0.00 WTF	:30	3	\$450.002	0.00 NM	3	\$1,350.00
				M-F 6-7a WakeU	_					,	0.00 /		ψ.,σσσ.σσ
	NEWS Stai	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 09/0	03/12	09/09/12	WTF	3	\$450.00	0.00						
E 5	KSNV	09/05/1	2 09/07/12	Today Show Today Show	CM	658a-9am	WTF	:30	3	\$550.002	0.00 NM	3	\$1,650.00
,	TODAY			Today Silow		•							
104	<u>Staı</u> eek: 09/0	rt Date	End Date 09/09/12	<u>Weekdays</u> WTF	Spots/Week	Rate	Rating						
*******			2 09/10/12	Today Show	CM 3	\$550.00 658a-9am	0.00 M	:30	2	\$550.002	0.00 NM	2	\$1,100.00
				Today Show					_	4000.002	0.00 1111	_	Ψ1,100.00
	TODAY Stat	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
h	eek: 09/	10/12	09/16/12	M	2	\$550.00	0.00						
E 8	KSNV	09/05/1	2 09/07/12	M-F Today Show M-F Today Show		9-10a	W-F	:30	2	\$200.002	0.00 NM	2	\$400.00
,	TODAY	H		WHI TOURY SHOW	U								
141		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 09/6 KSNV		09/09/12 2 09/07/12	M-F Today Show	iii 4th BM	\$200.00 10am-11am	0.00 WTF	:30	3	\$200.002	0.00 NM	3	\$600.00
				Today 4th Hour			,	.00	J	φ 200.5 02	0.00 14141	U	Ψ000.00
	TODAY Star	III rt Date ¨	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	eek: 09/		09/09/12	WTF	3	\$200.00	0.00						
E 10	KSNV	09/10/1	2 09/10/12	M-F Today Show Today 4th Hour	III 4th 16M	10am-11am	M	:30	2	\$200.002	0.00 NM	2	\$400.00
	TODAY	{		rouay 4.ii noui							•		
184		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	eek: 09/ KSNV		09/16/12 2 09/10/12	Noon News	CM 2	\$200.00 12-1230pm	0.00 M	:30	2	\$275.002	0.00 NM	2	\$550.00
			,,	Noon News	O.M.	TE TEOOPIT	1-1	.00	_	Ψ2/3.002	C.OU INIVI	_	φ550.00
	NEWS Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	eek: 09/		09/16/12	M	2	\$275.00	0.00						
E12	KSNV	09/05/1	2 09/07/12		СМ	12-1230pm	WTF	:30	3	\$275.002	0.00 NM	3	\$825.00
	NEWS			Noon News									
10.		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 09/ KSNV		09/09/12 2 09/07/12	WTF Dr. Phil	CM	\$275.00 3-4p	0.00 WTF	:30	3	\$300.002	0.00 NM	3	ቀሰሰስ ለስ
		55/96/1	_ 55/5//12	Dr Phil	CIVI	3 .ib	¥¥ 1 I−⊃ −	.00	J,	ψωσυίσσε	U.UU INIVI	.	\$900.00
	PHIL Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
W	eek: 09/		09/09/12	WTF	Spots/vveek 3	\$300.00	0.00						
E14	KSNV	09/10/1	2 09/10/12		СМ	3-4p	М	:30	2	\$300.002	0.00 NM	2	\$600.00

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KSNV

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Order / Rev:

104412

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832077

Product Desc:

HELLER FOR SENATE

Flight Dates:

09/05/12 - 09/11/12

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Dr. Phil Dr Phil PHIL End Date Start Date **Weekdays** Spots/Week Rate Rating Week: 09/10/12 09/16/12 M----\$300.00 0.00 NEWS 3 at 4 (1 HOUR)CM E15 KSNV 09/10/12 09/10/12 4-5pm :30 \$350,002 0.00 NM 2 \$700.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating Week: 09/10/12 09/16/12 M----\$350.00 0.00 E 16 KSNV 09/05/12 09/07/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm :30 \$350.002 -WTF-~ 3 0.00 NM ૧ \$1,050.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 --WTF---\$350.00 0.00 E 17 KSNV 09/05/12 09/07/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm ---TF--:30 3 \$450,002 0.00 NM \$900.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** End Date Start Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 --TF--\$450.00 0.00E 18 KSNV 09/10/12 09/10/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm :30 2 \$450.002 0.00 NM 2 \$900.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS End Date** Start Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 M----\$450.00 0.00 E 19 KSNV 09/10/12 09/10/12 M-F Early News CM 5-630p :30 M----2 \$725.002 0.00 NM 2 \$1,450.00 M-F Early News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 \$725.00 E 20 KSNV 09/05/12 09/07/12 M-F Early News CM 5-630p ---TF--:30 \$725.002 0.00 NM \$4,350.00 M-F Early News **NEWS** Start Date Spots/Week **End Date** <u>Weekdays</u> <u>Rate</u> Rating Week: 09/03/12 09/09/12 ---TF--\$725.00 0.00 M-F Jeopardy E21 KSNV 09/10/12 09/10/12 CM 630-7pm M----:30 \$725.002 0.00 NM 2 \$1,450.00 M-F Jeopardy JEP Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/10/12 09/16/12 M \$725.00 0.00 E 22 KSNV 09/05/12 09/07/12 M-F Jeopardy CM 630-7pm ---TF---:30 \$725.002 0.00 NM \$1,450.00 2 M-F Jeopardy Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating ---TF---Week: 09/03/12 09/09/12 \$725.00 0.00 E 23 KSNV 09/05/12 09/07/12 M-F Wheel CM 7-730pm ---TF---:30 \$725.002 0.00 NM \$1,450.00 M-F Wheel of Fortune WHEEL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 --TF--\$725.00 0.00 E24 KSNV 09/10/12 09/10/12 M-F Wheel CM 7-730pm M----:30 2 \$725.002 0.00 NM \$1,450.00 2 M-F Wheel of Fortune WHEEL Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 \$725.00 0.00 E 25 KSNV 09/10/12 09/10/12 730-758pm Face to Face w/ RaistonCM M-:30 \$400.002 0.00 NM 2 \$800.00 Face to Face w/ J.Ralston **FACE** Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 09/10/12 09/16/12 \$400,00 0.00 E 26 KSNV 09/05/12 09/07/12 CM 730-758pm ---TF---:30 3 \$400.002 0.00 NM 2 \$800.00

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Order / Rev:

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Product Desc:

HELLER FOR SENATE

Flight Dates:

09/05/12 - 09/11/12

Estimate:

Factor F	Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type \$	Spots	Amount
FACE Sint Date End Date Weekdays Sopta/New Septem CM 19m-1135pm													
Safe Date End Date Weekdoys Company	FACE			race to race w/	J.Raiston								
Methods		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				I		
NEWS Start Date End Date Mookdays Socie-Meek Rate Rating	Week: 09/	03/12	09/09/12	TF									
Stat Date End Date Meekdays Spots Meek Rate Rating	E 27 KSNV	09/06/1	2 09/06/12	M-F News 3 at El	even CM	11pm-1135p	mT	:30	1	\$750.002	0.00 NM	1	\$750.00
Start Date	1151470			M-F News 3 at El	leven								
Mese		rt Data	End Data	Monkdaya	Constantial and	0-4-	D - 41						
E28 KSNV 08/08/12 09/10/12 MF News 3 at Eleven CM													
NEWS Start Date End Date Weekdory Spots/Week Rate Retting Week 09/09/12 09/09/12						***************************************		.30	1	\$750.002	0.00 NM	1	\$7E0.00
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Meskidy Mesk	NEWS									,			
E29 KSNV 09/09/12 09/09/12 Sa-Su News 3 at Eleven													
NEWS Start Date Sac Sundway 3 at Eleven Sac Sundway Sund													
Net	E 29 KSNV	09/08/1	2 09/09/12			11pm-1135p	mSS	:30	2	\$750.002	0.00 NM	2	\$1,500.00
Sint Date End Date Meek Galvay Color	NEWS			Sa-Su News 3 at	⊏ieveii								
Mesic 1909/112 99/99/99/99/99/99/99/99/99/99/99/99/99/	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				İ		
News 3 Sum/se SATURDAY Start Date Meekdays Spots/Week Saturday Spots/Week Spots/W	Week: 09/	03/12	09/09/12	SS	2								
NEWS Start Date End Date Weekdays Spots/Week Rate Rating 0.00	E30 KSNV	09/08/1	2 09/08/12	News 3 Sunrise -	SATURIM	6a-7a	S	:30	1	\$200.002	0.00 NM	1	\$200.00
Siart Date End Date Week 09/03/12 09/09/12 09/09/12 Sa-Su Early News Sa-Su	NEW			News 3 Sunrise S	SATURDAY								
Section Sect		rt Data	End Data	Mankalaya	Cmata Attanta	D-4-	D - 11						
E31 KSNV 99/08/12 09/08/12 Sa-Su Early News												•	
NEWS Sa-Su Early New Sa-	***************************************							-30	2	\$350 002	O OO NIM	2	\$700 OO
NEWS	201 110111	00,00,	2 00/00/12	•		opin occpin	5	.00	2	ψ330. 00 2	0.00 INIVI	2,	\$700,00
Week: 09/03/12	NEWS			·									
E 32 KSNV 09/09/12 09/09/12 Sunday Today Sunday Sunday Today Sunday Sunday Today Sunday S					Spots/Week		<u>Rating</u>						
Sunday Today Sunday Today Start Date End Date Weekdays Spots/Week Rate Rating SNFL													
SUN TODAY Start Date End Date Weekdays Spots/Week Rate Rating O.00 O	E 32 KSNV	09/09/1	2 09/09/12		СМ	7a-8am	S	:30	1	\$625.001	0.00 NM	1	\$625.00
Start Date End Date Weekdays Spots/Week Rate Secs.00 0.00	SUN TO	DDAY		Sunday Today									
Sunt Date Meek: 09/03/12 09/09/12 09/09/12 NFL Football	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				- 1		
NFL Football SIAT Date Start Date Weekday Spots Night in Las Vegas Spots Night in Las Vega					1	\$625.00							
SNFL	E33 KSNV	09/09/1	2 09/09/12		СМ	1P-9PM	S	:30	1	\$8,000.002	0.00 NM	1	\$8,000.00
Start Date End Date Og/09/12 Og/09/1	CNE			NFL Football									
Week: 09/03/12 09/09/12 09/09/12 09/09/12 Sports Night in Las Vegas Sun 1135p-1200a 30 1 \$200.002 0.00 NM 1 \$200.00		urt Data	End Data	Mookdaya	Spoto MAlook	Data	Dating						
Sports Night in Las Vegas													
Sports Night in Las Vegas				Sports Night in La				:30	1	\$200.002	0.00 NM	1	\$200.00
Start Date Meeking Og/09/12								.55	•	ψσσ.σσ <u>.</u>	0.00 14111	•	φ2.00.00
Week: 09/03/12 09/09/12 09/07/12 09/													
N35 KSNV 09/07/12 09/07/12 M-F News 3 at Eleven					Spots/Week								
M-F News 3 at Eleven					1 014			-00		ATER 65.0			
Start Date Week O9/03/12 O9/09/12 O9/09/12 O9/09/12 O9/05/12	M35 KSMV	09/07/1	2 09/07/12			11pm-1135p	m	:30	1	\$750.002	0.00 NM	. 1	\$750.00
Week: 09/03/12 09/05/12 09/	Sta	rt Date	End Date			Rate	Ratina						
N36 KSNV 09/05/12 09/05/12 M-F News 3 at Eleven CM 11pm-1135pmW :30 1 \$750.002 0.00 NM 1 \$750.00 N-F News 3 at Eleven M-F News 3 at Eleven CM M-F News 3 at Eleven Start Date Weekdays Spots/Week Rate Rating N37 KSNV 09/09/12 09/09/12 News 3 Live in Prime CM													
M-F News 3 at Eleven	N36 KSNV	09/05/1	2 09/05/12	M-F News 3 at El	even CM	11pm-1135p		:30	1	\$750.002	0.00 NM	1	\$750.00
Week: 09/03/12 09/09/12				M-F News 3 at E	leven					-			*******
N37 KSNV 09/09/12 09/09/12 News 3 Live in Prime CM 7-10pmS :30 1 \$900.002 0.00 NM 1 \$900.00 News 3 in Prime (8:30 PM-9:30 PM) Start Date Weekdays Spots/Week Rate RatingS 10 0.00 NM 1 \$900.00 NM 1 \$9					Spots/Week	Rate	<u>Rating</u>						
News 3 In Prime (8:30 PM-9:30 PM)					1		0.00						
Start Date End Date Weekdays Spots/Week Rate Rating	N37 KSNV	09/09/1	12 09/09/12		rime CM	•	-	:30	1	\$900.002	0.00 NM	1	\$900.00
Week: 09/03/12 09/09/12 S 1 \$900.00 0.00 N38 KSNV 09/05/12 09/07/12 The Agenda 1230pm CM 1230-1pWTF :30 3 \$200.002 0.00 NM 3 \$600.00 The Agenda 1230pm WTF :30 3 \$200.002 0.00 NM 3 \$600.00 The Agenda 1230pm Start Date End Date Weekdays Spots/Week Rate Rating	04-	ort Data	End Date		Cnot-All		•						
N38 KSNV 09/05/12 09/07/12 The Agenda 1230pm CM 1230-1pWTF :30 3 \$200.002 0.00 NM 3 \$600.00 The Agenda 1230pm Start Date End Date Weekdays Spots/Week Rate Rating					opots/vveek								
The Agenda 1230pm <u>Start Date End Date Weekdays Spots/Week Rate Rating</u>	1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -				Opm CM			-30	વ	\$200.002	O OO NIM	3	ቁደብስ ብሳ
Start Date End Date Weekdays Spots/Week Rate Rating		22,007				.200 ip	WF 1 1	,00	J	ψ <u>ε</u> υυ,υυΖ	O.OO INIVI	3	ψουυ.υυ
	<u>Sta</u>	art Date	End Date	=	•	<u>Rate</u>	Rating						
	Week: 09/	/03/12	09/09/12	WTF									

Print Date: 08/31/12 11:04:48

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Order / Rev:

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HELLER FOR SENATE

KSNV

Flight Dates:

09/05/12 - 09/11/12

Estimate:

Ln Ch	Start	End	Inventory Cod	e Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
N 39 KSNV	09/10/1	2 09/10/12	The Agenda 12	•	1230-1p	M	:30	2	\$200.002	0.00 NM	2	\$400.00
			The Agenda 12	30pm								
<u>Start</u>	Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>			•			
Week: 09/10	0/12	09/16/12	M	2	\$200.00	0.00				1		
N 40 KSNV	09/08/1	2 09/08/12	Weekend Jeopa	ardy/Whe@M	630-730pm	S-	:30	1	\$350.002	0.00 NM	1	\$350.00
			WKND Jeop/W	heel								
<u>Start</u>	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/0	3/12	09/09/12	S-	1	\$350.00	0.00						
N41 KSNV	09/05/1	2 09/07/12	M-F Today Sho	w II 3rd HGM	9-10a	WTF	:30	1	\$200.002	0.00 NM	1	\$200.00
			M-F Today Sho	w II								
TODAY I	Į.											
<u>Start</u>	Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/0	3/12	09/09/12	WTF	1	\$200.00	0.00	wa					
										Totals	81	\$43,625.00